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## A. SUMMARY

Austria is one of Europe's top travel destinations. However, Austrians prefer more and more to spend their vacations abroad. In 1999, they spent a total of AS 60 billion (USD 4.6 billion) traveling abroad, and for travel to the United States they spent AS 2.1 billion (USD 163 million), an increase of about 15%. The United States enjoyed the 1st rank among long-haul destinations for Austrian travelers. Austrian travel to the United States is steadily increasing with a total of 194,230 arrivals in 1999. It is the most popular long-haul destination with an annual growth of about 5 percent. While the number is still low in terms of arrivals compared to other markets there is a high potential. In fact, Austrian tourism to the United States has almost tripled over the last ten years, increasing from 64,000 in 1986 to 194,230 in 1999. In 1999, Austrian travelers to the United States spent a total of USD 163 million (excluding airfare), or an average of USD 2,880 per person per trip.

While 1.7 million Austrians spent their vacations in domestic destinations the remaining 2.9 million traveled outside the country. The Austrian's favorite destinations are: Italy - 973,600, Greece - 441,600, Spain - 329,500, Turkey - 169,800, Croatia - 337,200, France -135,200, Tunisia 133,800, Hungary - 102,900, Germany 153,600 and the United States with 100,600.

## A. MARKET HIGHLIGHTS AND BEST PROSPECTS

### Market Profile

The United States ranks 11th among the top 20 tourist destinations for Austrian travelers. This is an impressive performance considering that all of the higher ranking countries are European neighbors.

In 1999, about two-thirds of the Austrians realized more than one trip per year. Of increasing importance were trips in the winter and air travel as the main means of transport. The travel duration is still declining and two-thirds of the trips are privately organized. Trips for recreational and cultural reasons are expanding. The expenses per trip abroad are double those of domestic trips. Domestic trips are dominated by the elderly, while working age Austrians prefer more trips abroad.

A total of 4.0 million Austrians, 49.7 percent of the overall population, made at least one holiday trip in 1999. Compared to 1998 the travel intensity increased by 1.5 percent points. In total 6.3 million trips were taken, of which 3.9 million trips were abroad and 2.4 million were in Austria. Compared to 1998 the share of domestic trips increased by 7.9% to 37% in favor of trips abroad.

The long-haul sector of outbound market has enjoyed significant growth over the last few years, due to the attractive packages offered to the United States, the Caribbean, South East Asia and South Africa. Industry experts forecast that Austrian long-haul pleasure travel will continue to grow by approximately 10 percent annually, over the next 5 years. Expenditures will not rise at the same rate since the average length per trip and the cost is declining.

Austrians that travel to the USA are generally between 20-50 years of age with about 45% belonging to the upper middle income bracket. Their length of stay is approximately 17.6 days. Travel mostly takes place during the months of June, July, August and September. About 50% of Austrians that visited the U.S. are repeat travelers. Most Austrians choose the U.S. as a vacation destination while a smaller percentage visit the U.S. for business and educational purposes. According to Austrian industry representatives 60% of bookings to the U.S. are for pleasure purposes and 30% for business. Another 10% combine business and pleasure. Residents of Vienna and its environs account for the bulk of travel to the U.S.

The most popular U.S. destinations are New York, Florida (Orlando, Miami), California (San Francisco, Los Angeles, San Diego), National Parks, Nevada and Hawaii. Most popular attractions are Disney World, Disney Land, Universal Studios, Sea World, ranches and shopping malls.

Travel industry representatives see growing potential for adventure trips to Alaska, Washington State, Oregon, Colorado, Texas and Louisiana. However, New York, Florida, California and Las Vegas will remain strong for Austrian travel in the next few years. Repeat travelers choose destinations like the New England states, followed by South Carolina,

Tennessee, Georgia and the Great Lakes.

Continuing stiff competition among the direct service carriers Austrian Airlines (national carrier) in cooperation with United Airlines, Lufthansa and Lauda Air (Star Alliance), KLM in cooperation with Northwest Airlines, and British Airways in cooperation with US Airways, is expected to keep air fares low and attractive. Austrian Airlines as well as other carriers offered return trips to New York for AS 3,990.- compared to Frankfurt AS 10,540 (USD 327 and USD 864 respectively).

British Airways, among all airlines, picks-up the highest number of passengers originating from Vienna across the Atlantic (via London). In outgoing tourism, the resulting “more expensive” dollar may keep some people from taking a trip to the U.S.

We expect 2000 to show a momentary pause in these rates of increases because of the relatively strong U.S. dollar, but that the traditional trend will resume if the Euro strengthens. Statistical data

### **Arrivals to the United States -Inbound:**

1998	1999	2000
185,799	194,230	200,000 (estimate)

### **Austria's Outbound Travel:**

Size of the Potential Austrian Long-Haul Pleasure Travel Market:

Adult Population in Austria:	8,100,000
Incidence of long-haul pleasure travelers	29.4%
Potential adult pleasure travelers to all destinations:	4,800,000

Trends in Arrivals:	25.5 million (1999)
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### **Top Destinations (1999)**

#### **Within Europe:**

Italy	973,600
Greece	441,600
Croatia	337,200
Spain	329,500
Turkey	169,800
Germany	153,600
France	135,200

#### **Outside Europe:**

Tunisia	133,800
United States	100,600
Egypt	58,600
Thailand	35,000

### **Purpose of Trip:**

Pleasure/VFR	60%
Business	30%
Combined Business/Pleasure	10%

## **Transportation:**

Scheduled Airlines:	100%
Charter Airlines:	N/A

Package Travel:	90%
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Average length of stay in the U.S.: 17.6 nights (1999)

Usage of pre-paid package: 90%

Top Overseas Travel Markets to the U.S.:  
Austrian Ranking:  
11th with 100,600 travelers (1999)

## **Best sales prospects**

- Fly and drive packages
- Short city trips for shopping and cultural events
- Guided Tours
- Hotels and resorts in lesser known areas
- Specialties such as flights with small planes to the wilderness, river rafting, adventure trips, helicopter sight seeing etc.
- Educational trips/stays (language, MBA's other studies, pilot training etc.)
- Cruises (including river cruises)

## **B. COMPETITIVE ANALYSIS**

Due to an improved international economic climate, the Austrian economy, driven by exports, investment and consumer demand, has gained momentum and entered a phase of strong cyclical upturn. Following a 2.9% real GDP growth in 1998, Austria's economy grew only 2.1% in 1999. Forecasts for 2000 call for growth of about 3.5%, those for 2001 for growth of about 3.2%. Private consumption is another stronghold as households' disposable incomes are boosted by tax cuts and higher family benefits.

In 1999, turnover in Austrian tourism increased by about 4% and amounted to approximately AS 199 billion (USD 15.4 billion). The positive developments in Austrian tourism are

reflected in an improved tourism balance. After the tourism surplus declined in 1997 to AS 18.8 billion (USD 1.5 billion), it increased to AS 33.3 billion (USD 2.6 billion) in 1999.

Airfares fell from an average of AS 8,000 (USD 620) in 1998 to AS 4,000 (USD 310) for a round trip to New York in 1999. The dollar increased by about 4.3% vis-a-vis the Austrian Schilling during the same period. Considering the appreciation of the US dollar against the Austrian Schilling the U.S. is still one of the most popular long-haul destinations for Austrians. Compared to most other competing destinations, it can offer almost anything at any time during the year. Austrians have discovered the U.S. being a shopping paradise, which very often was considered a bargain. Austrians also discovered excellent wines and culinary dishes as well as the broad offer of cultural events, which now rank among the main attractions. Sport activities are also very high in demand as well as adventure travel. Most Austrians prefer to travel individually and explore the beaten path, with the exception of older people who prefer to travel in groups. The majority of Austrian travelers rent a car while in the U.S.

In general, the U.S. is in a very strong position, as long as the dollar does not increase too much vis-a-vis the Austrian Schilling, which would make traveling to the U.S. for the majority of the middle-class Austrians too expensive. However, competition from Tunisia, and South East Asia is very strong. Continuing marketing efforts are necessary to meet these challenges. In 1999, Austrian travelers to the U.S. spent a total of USD 163 million (excluding airfare), or an average of USD 2,880 per person per trip.

Expenditures for long-haul destinations are stagnating. Austrian outbound travel is very seasonal with August being the most popular month (23.4.%), followed by July (20.5%). A total of 24.4 % were packaged tours in 1999, 9.5% were organized by a travel agency and 66.1 % were privately organized. Demand for “fly and drive” packages is increasing, especially for travel to the United States and Canada.

### C. END-USER ANALYSIS

Paid vacation is generally between 5-6 weeks depending upon industry and years of service. The 1999 per capita income was USD 25,035, which is above European average. The number of Austrian arrivals to the U.S. increased from 58,000 in 1985 to 194,230 in 1999. This is an impressive number and shows the high potential in this market. English is widely accepted as the international business and travel language. Most people in Austria speak English and is therefore not a barrier for travel.

The Austrian outgoing travel market is wide open with virtually no restrictions. The use of Credit cards is widespread, with VISA, MasterCard, Diners Club and American Express being the most popular.

Tour operators and travel agencies do most of the promotional work including the printing of catalogues and also absorb most of the costs. Increasing pressure comes from tourists who like to make their own arrangements and reservations (via Internet, Fax etc.). However, tour

operators due to their purchasing power are successful in competing by packaging air travel, hotels and car rentals at very competitive prices.

The annual Visit USA Seminar in February/March is the major trade event to promote Austrian travel to the U.S. The one-day event features workshop session and seminars focusing on several destinations, attractions and other products and services. Approximately 35 U.S. suppliers present their products and services to about 250 Austrian, Slovak and Croatian travel agents and tour operators. The program also includes American-style entertainment, which gives U.S. suppliers an additional opportunity to mingle with Austrian, Slovak and Croatian buyers in a casual atmosphere.

The consumer market can be accessed by attending the major consumer shows in Vienna, Salzburg, Linz, Innsbruck, Graz and Klagenfurt. Also press familiarization trips which are organized by the Visit USA Committee and different airlines are very effective promotional venues. A well-designed home page on the Internet will also be of increasing importance. The Visit USA Committee Austria has its own home page ([www.visit-usa.at](http://www.visit-usa.at)) with links to destinations and travel suppliers in the U.S.

## **KEY CONTACTS:**

### **U.S. Government**

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Mrs. Ingeborg Doblinger, Commercial Specialist

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American Embassy  
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Fax: (43-1) 310 69 17  
E-mail: [ingeborg.doblinger@mail.doc.gov](mailto:ingeborg.doblinger@mail.doc.gov)

### **Host Government**

Wirtschaftsministerium  
Sektion Tourismus  
Stubenring 1  
A-1010 Vienna, Austria  
Tel: (43-1) 71100-5838  
Fax: (43-1) 712 1442  
Contact: Dr. Petra Stolba  
(Ministry of Economics, Department of Tourism)

Wirtschaftskammer  
Bundessektion Tourismus und Freizeitwirtschaft  
Wiedner Hauptstrasse 63  
A-1045 Vienna, Austria  
Tel: (43-1) 50105-3551  
Fax: (43-1) 50105-4594  
E-mail: [michael.raffling@wko.at](mailto:michael.raffling@wko.at)  
Contact: Dr. Michael Raffling  
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Fax: (43-1) 58866-266  
E-mail: [ursula.delbello@oewwien.via.at](mailto:ursula.delbello@oewwien.via.at)  
Mag. Michael Hoeferer, Director General  
(Austrian Tourism Institute)

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A-1010 Vienna, Austria  
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Fax: (43-) 532 2691  
E-mail: [office@oerv.at](mailto:office@oerv.at)  
Contact: Mrs. Elisabeth Rehulka

OEVT (Oesterreichischer Verein f. Tourismus)  
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Fax: (43-1) 587 23 44  
E-mail: [siesta@siesta.at](mailto:siesta@siesta.at)  
Dr. Georg Gabor, President

## Airlines

Name: Austrian Airlines  
Address: Fontanastrasse 1  
City: A-1107 Vienna, Austria  
Tel: (43-1) 1766-2224  
Fax: (43-1) 1766-2244  
Contact: Mr. Werner Tauber, Sales Manager  
E-mail: werner.tauber@aua.com  
Activity: Airline  
Notes: Non-stop flights New York -Vienna, Chicago-Vienna,  
Washington - Vienna

Name: British Airways  
Address: Kaerntner Ring 10  
City: A-1010 Vienna, Austria  
Tel: (43-1) 50669-143  
Fax: (43-1) 5050792  
Contact: Ms. Silvia Moser  
E-mail: silvia.1.moser@britishairways.com  
Activity: Airline  
Notes: Direct flights Austria-U.K.-USA

Name: Delta Air Lines  
Address: Stephansplatz 6/3/7  
City: A-1010 Vienna, Austria  
Tel: (43-1) 512 86 86 70  
Fax: (43-1) 512 86 86 60  
Contact: Mr. Peter Schmidt, Sales Manager  
Activity: Airline  
Notes: Representaed in Austria by Discover the World Marketing  
E-mail: delta-air\_discover@aon.at

Name: Lauda Air Luftfahrt AG  
Address: P.O. Box 56  
City: A-1300 Vienna Airport, Austria  
Tel: (43-1) 7000-74101  
Fax: (43-1) 7000-574101  
E-mail: wiesingerm@laudaair.com  
Contact: Mr. Martin Wiesinger, Sales and Marketing Manager  
Activity: Airline  
Notes: Direct flights from Vienna to Miami

Name: Northwest Airlines



Address: Kaerntnerstrasse 23  
City: A-1010 Vienna, Austria  
Tel: (43-1) 516 46  
Fax: (43-1) 516 46 34  
E-mail: miklos.remety@sperco.at  
Contact: Mr. Miklos Remetey, Manager  
Activity: Airline  
Notes: Direct flights Austria-The Netherlands-USA

Name: United Airlines  
Address: Am Europaplatz/Mariahilferstrasse 123  
City: A-1060 Vienna, Austria  
Tel: (43-1) 59911-264  
Fax: (43-1) 59911-50  
E-mail: ulrike.raimann@dlh.de  
Contact: Mrs. Ulrike Raimann, Sales Manager  
Activity: Airline  
Notes: Represented in Austria by Lufthansa, non-stop flights from Germany-USA

Name: U.S. Airways  
Address: Baumgasse 42/2/11  
City: A-1030 Vienna, Austria  
Tel: (43-1) 966 6964  
Fax: (43-1) 966 6964  
Contact: Mr. Nikolaus Spiess, Sales Manager  
E-mail: discover-vie@compuserv.com  
Activity: Airline  
Notes: Represented in Austria by Discover the World Marketing

### **Tour operators/travel agencies**

Name: Reisebuero Dornbirn GmbH  
Address: Marktplatz 10 A  
City: A-6851 Dornbirn, Austria  
Tel: (43-5572) 22 42 00  
Fax: (43-5572) 22 42 09  
E-mail: hubert.feuerstein@rhombert.at  
Contact: Mr. Hubert Feuerstein, Manager  
Activity: Tour operator  
Notes: Adventure programs

Name: Tiroler Landesreisebuero/Tiroler Verkehrsbuero GmbH  
Address: Bozner Platz 7

City: A-6010 Innsbruck, Austria  
Tel: (43-512) 5 98 850  
Fax: (43-512) 58 40 11  
E-mail: h.schatz@tlr.at  
Contact: Mr. Herbert Schatz, Manager Group Department  
Activity: Tour operator  
Notes:

Name: FTI Touristik GmbH  
Address: Baeckermuehlweg 59  
City: A-4030 Linz, Austria  
Tel: (43-732) 37 6100-166  
Fax: (43-732) 37 6100-76  
E-mail: alexander.gessl@fti.at  
Contact: Mr. Alexander Gessl, Manager  
Activity: Tour operator  
Notes:

Name: Gateway Touristic Reisebuero GmbH  
Address: Buchberggasse 34  
City: A-3400 Klosterneuburg, Austria  
Tel: (43-2243) 2 55 70  
Fax: (43-2243) 2 54 72  
E-mail: a.wurm@gateway-touristic.at  
Contact: Mr. Alexander Wurm  
Activity: Tour operator  
Notes:

Name: Kneissl Touristik GmbH.,  
Address: Linzerstrasse 4-6  
City: A-4650 Lambach, Austria  
Tel: (43-7245) 2 07 00  
Fax: (43-7245) 3 23 65  
E-mail: kneissl.touristik@telecom.at  
Contact: Mr. Christian Kneissl, Manager  
Activity: Tour operator  
Notes:

Name: Landesreisebuero  
Address: Hauptplatz 9  
City: A-4020 Linz, Austria  
Tel: (43-732) 77 10 64  
Fax: (43-732) 79 53 70  
E-mail: angelika.nagl@verkehrsbuero.at

Contact: Ms. Angelika Nagl, Product Manager  
Activity: Travel Agency  
Notes: General Sales Agent for Suntrek in Austria

Name: Optimundus Fernreisen  
Address: Schillerstrasse 68  
City: A-4020 Linz, Austria  
Tel: (43-732) 65 96 65 00  
Fax: (43-732) 65 02 56  
E-mail: opti-marketing@opti.raiffeisen.at  
Contact: Mr. Paul Haslmayr, Product Manager  
Activity: Tour Operator  
Notes:

Name: Edelweiss Bike Travel Reisegesellschaft  
Address: P.O. B. 12  
City: A-6414 Mieming, Austria  
Tel: (43-5264) 5690  
Fax: (43-5264) 56903  
E-mail: worldtours@edelweissbike.com  
Contact: Mr. Markus Grille, Manager  
Activity: Tour operator  
Notes:

Name: Reisebuero Kuoni GmbH  
Address: Schwarzstrasse 18  
City: A-5024 Salzburg, Austria  
Tel: (43-662) 88 30 66  
Fax: (43-662) 88 30 60  
E-mail: wolfgang.amesberger@kuoni.at  
Contact: Mr. Wolfgang Amesberger, Manager  
Activity: Travel Agency  
Notes:

Name: SABTOURS Reisebuero u. Autobusbetriebs GmbH  
Address: Kaiser-Josef -Platz 2  
City: A-4600 Wels, Austria  
Tel: (43-7242) 63 50  
Fax: (43-7242) 635-41  
E-mail: w.aulehla@sabtoours.at  
Contact: Mr. Walter Aulehla, Director  
Activity: Travel Agency  
Notes:

Name: American Express Travel Service  
Address: Kaerntnerstrasse 21-23  
City: A-1010 Vienna, Austria  
Tel: (43-1) 51511-402  
Fax: (43-1) 515 11-444  
Contact: Ms. Sabine Riedl, Manager Wholesale  
E-mail: riedl@amex.at  
Activity: Tour operator/Travel Agency  
Notes:

Name: Atlantis Flugreisen  
Address: Theobaldgasse 14  
City: A-1060 Vienna, Austria  
Tel: (43-1) 5 88 51  
Fax: (43-1) 5 88 51-18  
E-mail: office@atlantis-flugreisen.at  
Contact: Mr. Wolfgang Wehsner, Manager  
Activity: Tour operator/Travel Agency  
Notes:

Name: Buero fuer Studentenreisen  
Address: Schreyvogelgasse 3  
City: A-1010 Vienna, Austria  
Tel: (43-1) 53 33 5890  
Fax: (43-1) 53 33 499  
E-mail: mailbox@bfst.org  
Contact: Dkfm. Gottfried Auinger, Manager  
Activity: Travel Agency  
Notes:

Name: Cosmos - Kuoni  
Address: Kaerntner Ring 15  
City: A-1010 Vienna, Austria  
Tel: (43-1) 51 53 30  
Fax: (43-1) 513 41 47  
E-mail: cosmos@cosmostravel.at  
Contact: Mr. Helga Engel-Wurzer, Manager  
Activity: Travel Agency  
Notes:

Name: Dr. Maier's Studienreisen  
Address: Goldschmidgasse 10  
Contact: A-1010 Vienna, Austria  
Tel: (43-1) 535 06 15  
Fax: (43-1) 533 87 96

E-mail: office@maiers.org  
Contact: Mrs. Andrea Ziener, Product Manager  
Activity: Tour operator  
Notes:

Name: EF Education  
Address: Johannesgasse 16  
City: A-1010 Vienna, Austria  
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Fax: (43-1) 512 20 76  
E-mail: sprachreisen.at@ef.com  
Contact: Ms. Elisabeth Sekulin, Manager  
Activity: Travel Agency  
Notes:

Name: Gesellschaft fuer Studienreisen GmbH  
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City: A-1080 Vienna, Austria  
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Fax: (43-1) 408 14 80  
E-mail: fsts.wien@nextra.at  
Contact: Mr. Helmut Hampel, Director  
Activity: Travel Agency  
Notes:

Name: ISI Sprachreisen  
Address: Helferstorfer Strasse 4  
City: A-1010 Vienna, Austria  
Tel: (43-1) 533 51 37  
Fax: (43-1) 533 18 33 85  
E-mail: travel@suptertramp.co.at  
Contact: Mrs. Inge Holzmann, Sales Manager  
Activity: Travel Agency  
Notes:

Name: Kompass Reisen GmbH & Co. KG  
Address: Mariahilferstrasse 133  
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Tel: (43-1) 892 33 07  
Fax: (43-1) 892 03 20  
E-mail: davidek@xpoint.at  
Contact: Mr. Herbert Davidek, Sales Manager  
Activity: Tour operator

Notes:

Name: Kuoni GmbH.  
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Tel: (43-1) 50202-620  
Fax: (43-1) 50202-690  
E-mail: maaike.reisinger@kuoni.at  
Contact: Ms. Maaike Reisinger, Product Manager  
Activity: Tour operator  
Notes:

Name: OEKISTA Reisen GmbH  
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Fax: (43-1) 401 48-8490  
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Contact: Mr. Hans Faigl, Manager  
Activity: Tour operator  
Notes:

Name: Raiffeisen Reisen GmbH  
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City: A-1090 Vienna, Austria  
Tel: (43-1) 313 75 27  
Fax: (43-1) 313 75 66  
E-mail: bernd.stoiser@raiffeisen-reisen.at  
Contact: Mr. Bernd Stoiser, Product Manager  
Activity: Tour operator  
Notes:

Name: RUEFA Reisen  
Address: Mariahilferstrasse 120  
City: A-1070 Vienna, Austria  
Tel: (43-1) 52 555-430  
Fax: (43-1) 52 555-14  
E-mail: m.schmickl@ruefa.at  
Contact: Mr. Michael Schmickl  
Activity: Tour operator  
Notes:

Name: Seniorenreisen  
Address: Alserbachsstrasse 23  
City: A-1090 Vienna, Austria

Tel: (43-1) 313 72 66  
Fax: (43-1) 313 72 72  
E-mail: n/a  
Contact: Mr. Otto Spaell  
Activity: Tour operator  
Notes:

Name: Servus Amigo Reisebuero GmbH  
Address: Favoritenstrasse 4-6  
City: A-1040 Vienna, Austria  
Tel: (43-1) 505 50 01  
Fax: (43-1) 505 62 60  
E-mail: info@servus-amigo.com  
Contact: Mr. Heinz Jellinek, Manager  
Activity: Tour operator  
Notes:

## **Tourism Media**

Name: A3 GAST  
Address: Hagenauertalstrasse 40  
City: A-2372 Giesshuebl  
Tel: 43-2236-42 52 80  
Fax: 43-2236-2 63 11  
Contact: Gerald Zemann, Editor  
E-mail: a3@a3verlag.co.at  
Activity: 8 issues annually  
Notes: circulation: 20,500

Name: FM Fachmagazin fuer Touristik  
Address: Mariahilferstrasse 89a  
City: A-1060 Vienna, Austria  
Tel: 43-1-521310  
Fax: 43-1-5239217  
Contact: Guenter Exel, Editor  
E-mail: exel@mucha.at  
Activity: 6 issues annually  
Notes: circulation: 17,000

Name: Faktum  
Address: Mariahilferstrasse 89a  
City: A-1060 Vienna, Austria  
Tel: 43-1-521310

Fax: 43-1-5232841  
Contact: Guenter Exel, Editor  
E-mail: exel@mucha.at  
Activity: 17 issues annually  
Notes: circulation: 12,000

Name: Reisemagazin  
Address: Einsiedlerplatz 4  
City: A-1050 Vienna, Austria  
Tel: 43-1-545 7244  
Fax: 43-1-545 7245  
Contact: Peter H. Nemeskal, Editor  
E-mail: n/a  
Activity: 6 issues annually  
Notes: circulation: 24,000

Name: Tourist Austria  
Address: Kettenbrueckengasse 22  
City: A-1040 Vienna, Austria  
Tel: 43-1-58881-50  
Fax: 43-1-58881-66  
Contact: Christopher Norden, Editor  
E-mail: norden@touristaustria.at :  
Activity: 50 issues annually  
Notes: circulation: 12,500

Name: Travel Industry Professional  
Address: Gaertnergasse 15/1  
City: A-1030 Vienna, Austria  
Tel: 43-1-7142414  
Fax: 43-1-71424 144  
Contact: Rainer Pilcik, Editor  
E-mail: profi.reisen@netway.at  
Activity: 50 issues annually  
Notes: circulation: 10,700

Name: Traveller  
Address: Brunner Feldstrasse 45  
City: A-2380 Perchtoldsdorf, Austria  
Tel: 43-1-86 648435  
Fax: 43-1-866 48 430  
Contact: Christa Oppenauer, Editor  
E-mail: traveller@manstein.at  
Activity: 50 issues annually  
Notes: circulation: 7,500



Name: Travel Express  
Address: Thimiggasse 35/1  
City: A-1180 Vienna, Austria  
Tel: 43-1-470 75 91  
Fax: 43-1-470 75 91-29  
Contact: Otto Komarek, Editor  
E-mail: redaktion@o.k.verlag.co.at  
Activity: 21 issues annually  
Notes: Circulation: 10,000

Name: Travel Fax  
Address: Gaertnergasse 15/1  
City: A-1030 Vienna, Austria  
Tel: 43-1-7142414  
Fax: 43-1-71424 144  
Contact: Rainer Pilcik, Editor  
E-mail: profi.reisen@netway.at  
Activity: 100 issues annually  
Notes: circulation: 1,200

Name: TMA  
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Notes: circulation: 5,500

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Visit USA Seminar  
Visit USA Committee Austria  
c/o Zoder Telecommunications  
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February 28, 2001 - Salzburg  
March 1, 2001 - Vienna

Contact: Mr. Engelbert Zoder, Treasurer

## ISA Customer Satisfaction Survey

U.S. Department of Commerce  
\* International Trade Administration\*  
The Commercial Service

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The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this ISA report in conducting export market research. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Opfer@doc.gov].  
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### \* \* \* About Our Service \* \* \*

1. Country covered by report: \_\_\_\_\_  
Commerce domestic office that assisted you (if applicable): \_\_\_\_\_

2. How did you find out about the ISA service?

- ☐ Direct mail
- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff
- ☐ Trade press
- ☐ State/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): \_\_\_\_\_

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied   2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied   5-Very dissatisfied
- 6-Not applicable

- ☐ Overall objectives
- ☐ Accuracy of information
- ☐ Completeness of information
- ☐ Clarity of information
- ☐ Relevance of information
- ☐ Delivery when promised
- ☐ Follow-up by Commerce representative

4. In your opinion, did using the ISA service facilitate any of the following?

☐ Decided to enter or increase presence in market

☐ Developed an export marketing plan

☐ Added to knowledge of country/industry

☐ Corroborated market data from other sources

☐ Decided to bypass or reduce presence in market

☐ Other (specify): \_\_\_\_\_

5. How likely would you be to use the ISA service again?

☐ Definitely would

☐ Probably would

☐ Unsure

☐ Probably would not

☐ Definitely would not

6. Comments:

\_\_\_\_\_

\* \* \* About Your Firm \* \* \*

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499  
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): \_\_\_\_\_

3. Business activity (check one):

☐ Manufacturing

☐ Service

☐ Agent, broker, manufacturer's representative

☐ Export management or trading company

☐ Other (specify): \_\_\_\_\_

4. Export shipments over the past 12 months:

☐ 0-1 ☐ 2-12 ☐ 13-50 ☐ 51-99 ☐ 100+

May we call you about your experience with the ISA service?

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Phone: \_\_\_\_\_

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Thank you--we value your input!

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This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

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